

# U.S. Census Bureau Economic Census

SDC Annual Conference  
April 10, 2018



# Opening Remarks

Kimberly P. Moore  
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Chief, Economy-Wide Statistics Division  
U.S. Census Bureau





# Agenda

- Economic Census Overview
- Promoting Response
- Example Partner Briefing
- How You Can Help
- Preview of Videos
- Q&A



# The Economic Census

- Measures U. S. businesses every 5 years
- Covers employer businesses in 18 industrial sectors
- Implements the North American Product Classification System (NAPCS)
- Online Response is required





# Economic Census Dates

- Classification letter mailed February 1
  - Due March 15
- Long form letter mailing May 1
  - Due June 12
- Data available starting September 2019
- Data releases completed by December 2021



# Promoting Response

## Available Tools

- Communications Campaign
  - Partner Briefing
  - Messaging
  - Hard copy materials
- Promotional Materials available at [census.gov/EconomicCensus](https://census.gov/EconomicCensus)
  - Talking Points
  - Print & Online Advertising
  - Videos



# Promoting Response

## Current Efforts

- Social Media & Email marketing
- Deskside Visits with Intermediaries
- Conferences
- “9-8-7” Campaign
- Meetings in Target Markets





# U.S. Census Bureau Partner Briefing

March 2018





# Agenda

- Introduction & Objectives
- Census Bureau Overview
- Census Economic Surveys
- The Economic Census
- Q&A

# About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
  - **The Decennial Census** – the once-a-decade population and housing count of all 50 states
  - **The American Community Survey** – the ongoing annual survey of the nation's population
  - **The Economic Census** – the official five-year measure of American business
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.

**Decennial Population  
and Housing Census**  
Every 10 years

**Economic Census**  
Every 5 years

**Census of Governments**  
Every 5 years

**American Community Survey**  
Annual

**Annual Retail Trade**  
Annual

**Plus more than 130  
demographic and economic  
surveys every year**



# The American Community Survey (ACS)



# American Community Survey

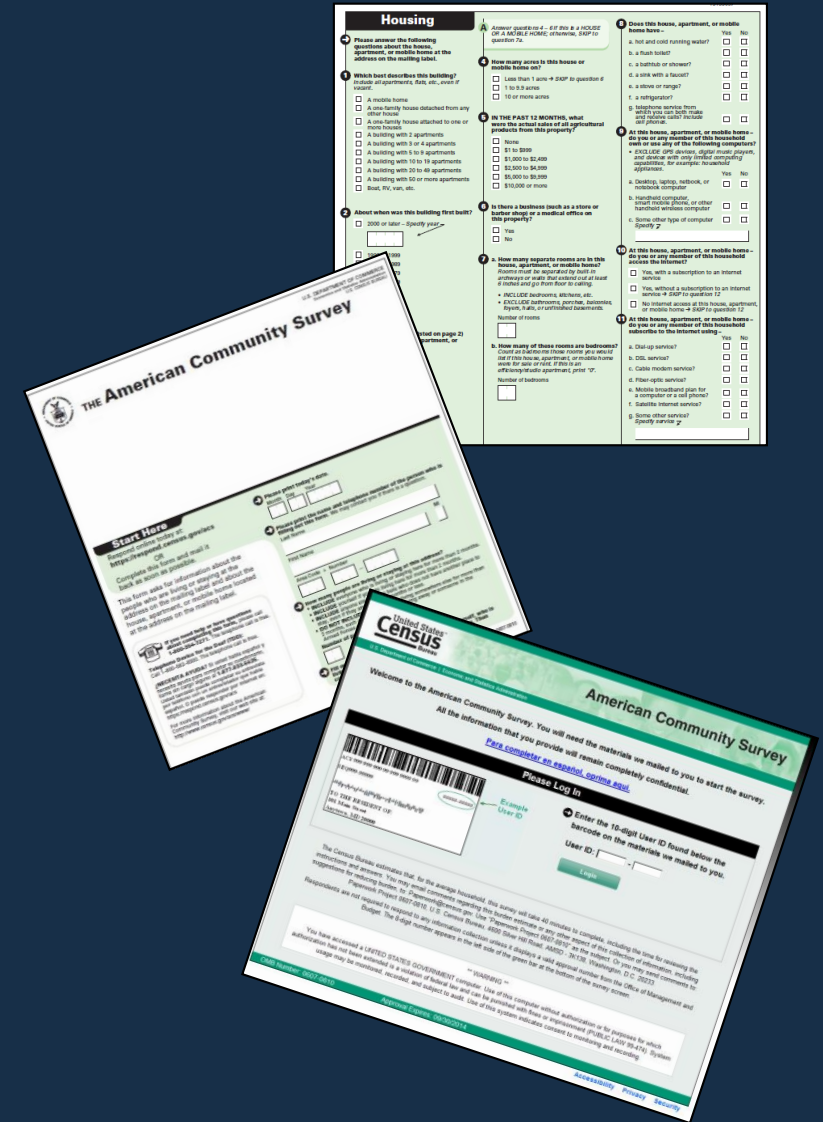
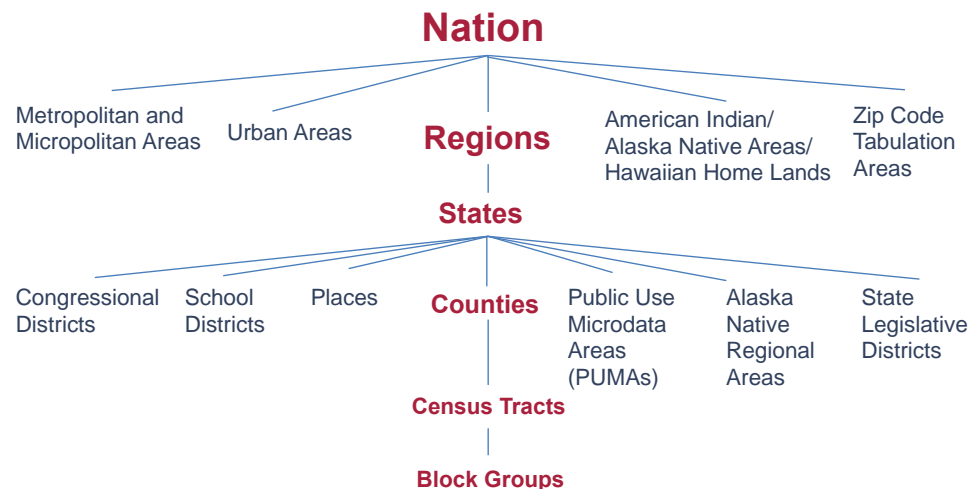
- Ongoing monthly survey sent to 3.5 million addresses per year to produce detailed population and housing estimates
- Designed to produce *critical information on small areas and small population groups* previously collected on the decennial long form
- Supports over 300 known Federal Government uses

The image displays three overlapping representations of the American Community Survey materials. The top-most document is a paper questionnaire titled 'Housing' with various sections for data collection. Below it, another paper questionnaire is shown, featuring a 'Start Here' section with instructions and a 'Please Log In' section. The bottom-most image is a digital login screen for the '2010 Census American Community Survey', which includes a barcode, a 'Please Log In' section with a 'User ID' field, and a 'Log In' button. The screen also contains a 'Welcome to the American Community Survey' message and a 'Please Log In' section with a 'User ID' field and a 'Log In' button.



# American Community Survey

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- Designed to produce *critical information on small areas and small population groups* previously collected on the decennial long form
- Supports over 300 known Federal Government uses
- Reports on more than 35,000 communities, 930,000 “geographic areas.”



# ACS Content

## Social

Ancestry  
Citizenship Status  
Disability Status  
Educational Attainment &  
School Enrollment  
Fertility  
Grandparents as Caregivers  
Language Spoken at Home  
Marital History; Marital Status  
Migration/Residence 1 Year  
Ago  
Period of Military Service  
Place of Birth  
Undergraduate Field of Degree  
Veteran Status  
Year of Entry

## Demographic

Age  
Hispanic or Latino Origin  
Race  
Relationship to Householder  
Sex

## Economic

Commuting (Journey to Work)  
Place of Work  
Employment Status  
Food Stamps/SNAP  
Health Insurance Coverage  
Income and Earnings  
Industry, Occupation  
Class of Worker  
Poverty Status  
Work Status Last Year

## Housing

Bedrooms  
Computer and Internet Use  
House Heating Fuel  
Kitchen Facilities  
Occupancy/Vacancy Status  
Occupants Per Room  
Plumbing Facilities  
Rent  
Rooms  
Selected Monthly Owner Costs  
Telephone Service Available  
Tenure (Owner/Renter)  
Units in Structure  
Value of Home  
Vehicles Available  
Year Householder Moved In  
Year Structure Built

**35+ Topics**



**1000+ Tables**



**11 Billion Estimates**



# Census Bureau Economic Programs



# Census Economic Surveys

- Census Bureau Economic Surveys are a key source for official statistics companies can use:





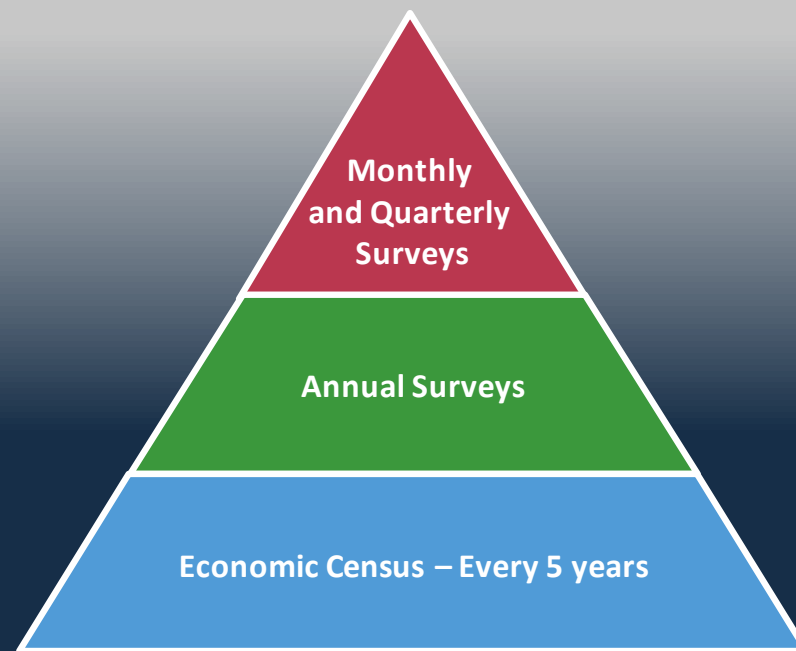
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  - Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available



## Census Economic Surveys

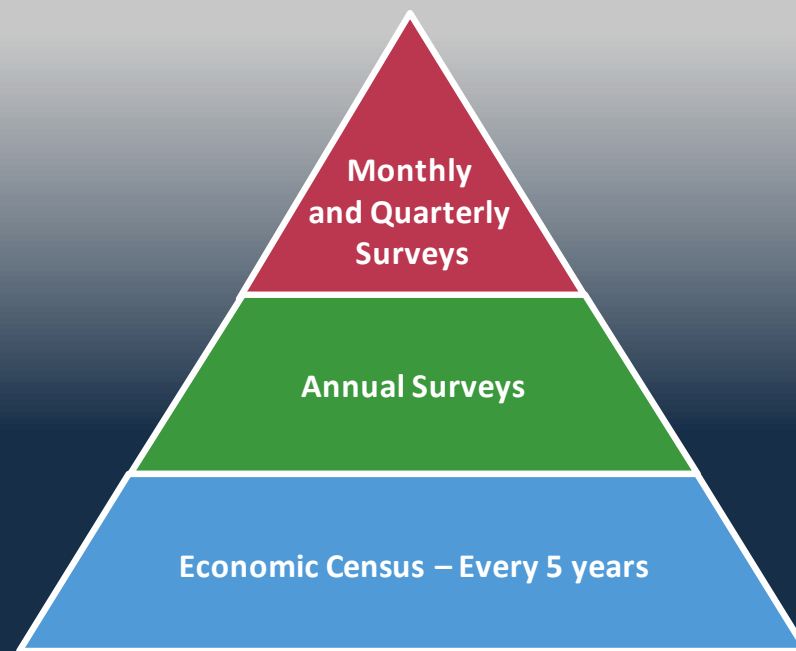
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  - Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available





## Census Economic Surveys

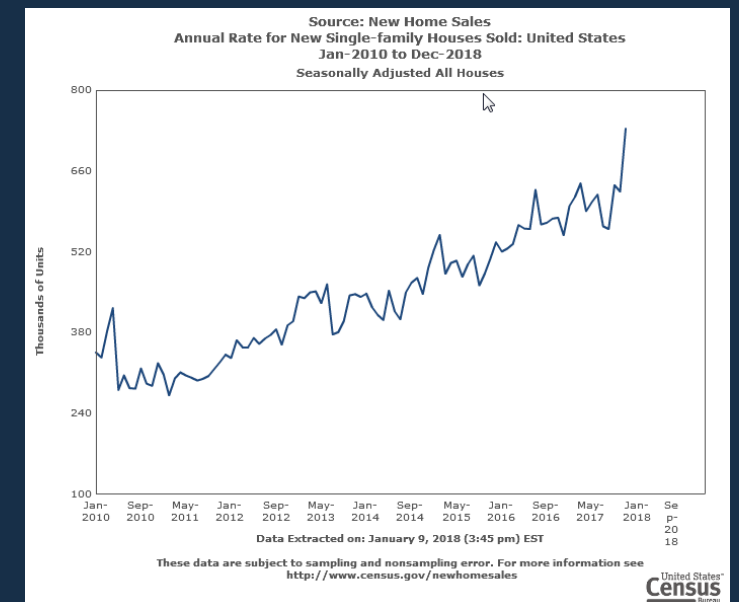
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  - Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

# Census Economic Surveys Additional Information

# Economic Indicators



- 17 Census Bureau surveys that provide key economic statistics for nearly every sector
  - Monthly, including:
    - Retail Trade Survey, Building Permits, and Exports/Imports
  - Quarterly Financial Report; Quarterly Services Survey
- Sample surveys
- Shown at the national level only, except:
  - Building Permits/Housing Starts
  - International Trade data
- Released on the *Economic Indicators Briefing Room*:  
[www.census.gov/economic-indicators/index.php](http://www.census.gov/economic-indicators/index.php)

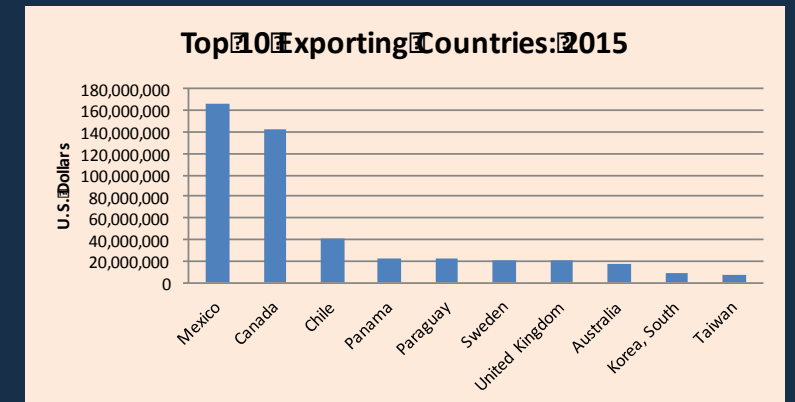
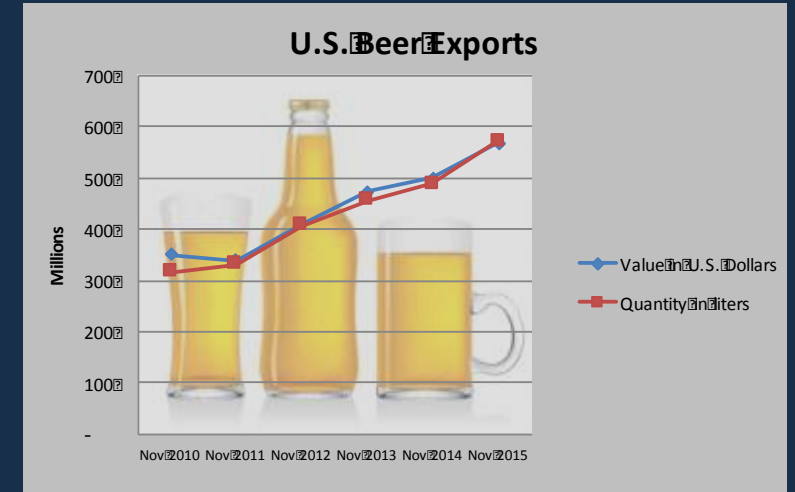




# International Trade



- 10 Census Bureau surveys that provide monthly and annual U.S. exports and imports statistics at the national, state, and port levels
- Also provides data by Commodity Classification
  - e.g. Beer and Ale sales across multiple industries (liquor stores, grocery stores, convenience, etc.)
- Issues export regulations from the U.S.
- See [census.gov/foreign-trade/data/index.html](https://www.census.gov/foreign-trade/data/index.html)

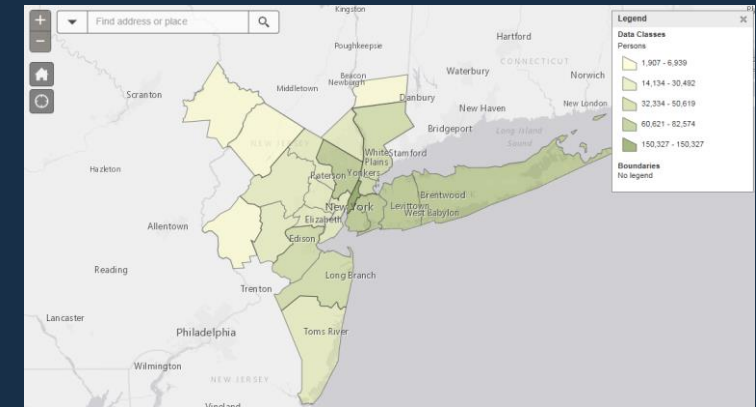


# Annual Economic Programs

## Annual Surveys

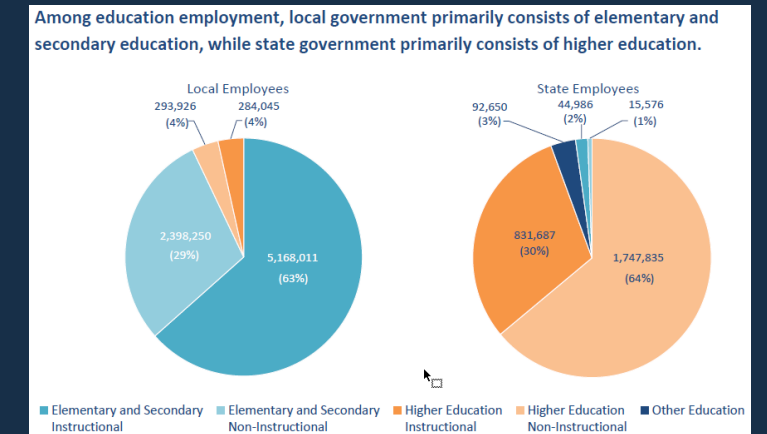
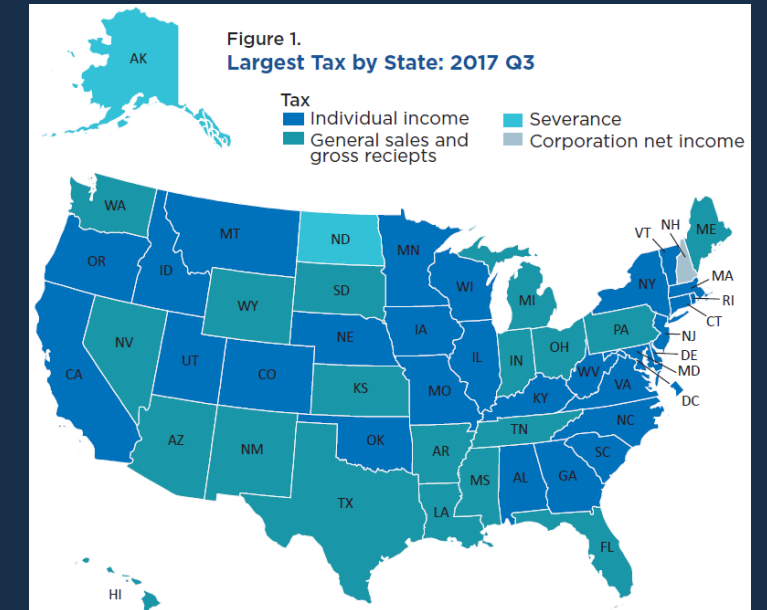
- 20 Census Bureau surveys that provide annual economic statistics for nearly every sector
- Sample surveys or administrative data
- Shown primarily at the national level, except:
  - *County Business Patterns*: National, State, Metro, County, ZIP Code
  - *Non-Employer Statistics*: National, State, Metro, County
  - *Annual Survey of Manufacturers*: National and State
- Other Related Annual Programs, including Retail eCommerce Sales (E-Stats) and Annual Capital Expenditures Survey
- Released on American FactFinder, QuickFacts, Excel files, and other Census tools

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Year	Number of establishments	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)
New York County, New York	00	Total for all sectors	2015	105,444	2,206,184	77,833,318	239,340,377
New York County, New York	11	Agriculture, forestry, fishing and hunting	2015	7	84	1,072	4,570
New York County, New York	21	Mining, quarrying, and oil and gas extraction	2015	13	140	5,887	16,638
New York County, New York	22	Utilities	2015	36	7,693	231,723	801,078
New York County, New York	23	Construction	2015	2,018	34,465	683,662	3,140,580
New York County, New York	31-33	Manufacturing	2015	1,878	18,504	223,076	916,438
New York County, New York	42	Wholesale trade	2015	8,137	88,922	1,902,801	7,990,269
New York County, New York	44-45	Retail trade	2015	11,504	150,327	1,447,916	5,944,852
New York County, New York	48-49	Transportation and warehousing	2015	780	16,279	205,401	868,000
New York County, New York	51	Information	2015	4,487	166,794	6,512,422	22,263,045
New York County, New York	52	Finance and insurance	2015	7,261	292,033	39,343,105	88,236,433
New York County, New York	53	Real estate and rental and leasing	2015	9,800	71,097	1,519,081	5,961,267
New York County, New York	54	Professional, scientific, and technical services	2015	17,941	314,283	8,963,008	37,127,729
New York County, New York	55	Management of companies and enterprises	2015	1,077	91,914	4,647,789	14,888,357
New York County, New York	56	Administrative and support and waste management and remediation services	2015	4,480	141,812	2,252,605	8,600,947
New York County, New York	61	Educational services	2015	1,669	143,857	1,949,396	8,125,035
New York County, New York	62	Health care and social assistance	2015	8,260	244,760	3,680,645	15,533,815
New York County, New York	71	Arts, entertainment, and recreation	2015	4,571	68,848	897,919	4,428,532
New York County, New York	72	Accommodation and food services	2015	10,003	236,361	1,838,416	8,068,479
New York County, New York	81	Other services (except public administration)	2015	11,125	116,556	1,523,995	6,356,152
New York County, New York	99	Industries not classified	2015	397	455	3,399	18,161



# Public Sector (Governments)

- 5 surveys that provide economic statistics about state and local governments
- Serve as public-sector counterpart to private sector data
- Response is voluntary
- Virtually no confidentiality restriction – data is public record
- Core Program Content
  - Organization and Structure
  - Government Employment
  - Government Finances
- Released on American FactFinder, Excel files, and other Census tools





# Census Bureau Data Tools

- [QuickFacts](#) – provides statistics for all states and counties, and for cities and towns with a **population of 5,000 or more**
- [Census Business Builder \(CBB\)](#) – a suite of services that provide selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format
- [Industry Statistics Portal \(ISP\)](#) – provides access to the Census Bureau programs that provide economic data for a user-selected industries
- [American FactFinder \(AFF\)](#) – American FactFinder provides access to data about the United States, Puerto Rico and the Island Areas. The data in American FactFinder come from several censuses and surveys

UNITED STATES

QuickFacts provides statistics for all states and counties, and for cities and towns with a population of 5,000 or more.

Enter state, county, city, town, or zip code

Table

All Topics	UNITED STATES
Population estimates, July 1, 2017, (V2017)	325,719,170
PEOPLE	
Population	

**Census Business Builder**

**Small Business Edition**  
(Select to Launch)

Small Business Edition is built primarily for small business owners who need key data for their business plan or to better understand their potential market. It presents data for a single type of business and geography at a time.

**Regional Analyst Edition**  
(Select to Launch)

Regional Analyst Edition is built for chambers of commerce and regional planning staff who need a broad portrait of the people and businesses in their service area. It presents data for all sectors of the economy and for a user-defined region made up of one or more areas.

**ISP Industry Statistics Portal**

Business Data from the U.S. Census Bureau

**American FactFinder**

Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code

**Community Facts**

**Guided Search**

**Advanced Search**

**Download Center**

**Popular Tables**

**Population and Housing**

- Annual Population Estimates (2017 POP ESTIMATES)
- Demographic and Housing Estimates (2019 ACS, DP02)
- General Housing Characteristics (2019 ACS, DP03)
- General Demographic Characteristics (2019 Census, DP-1)

**Poverty and Income**

- General Economic Characteristics (2019 ACS, DP04)
- Age, Race, Sex and Education
- Selected Social Characteristics (2019 ACS, DP05)
- Educational Attainment (2019 ACS, DP06)

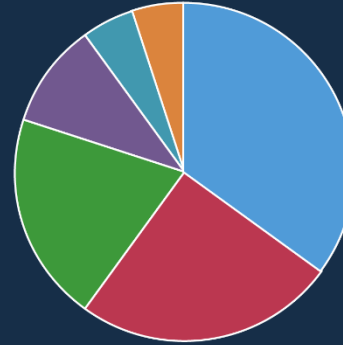
# Using Census Bureau Statistics



### Accommodation and food services—total sales by industry:

Philadelphia-Camden-Wilmington metro area (\$M)

Source: 2012 Economic Census, Economy-Wide Key Statistics File



■ Full-service restaurants

## Using Census Bureau Statistics

- When it was time for James to open his second restaurant, he used U.S. Census Bureau economic statistics to help pick the location – free and available online

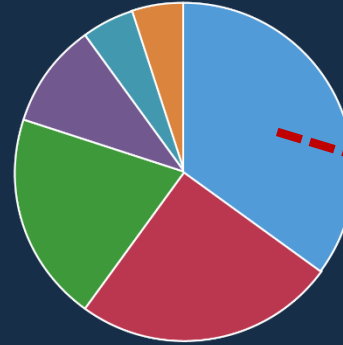




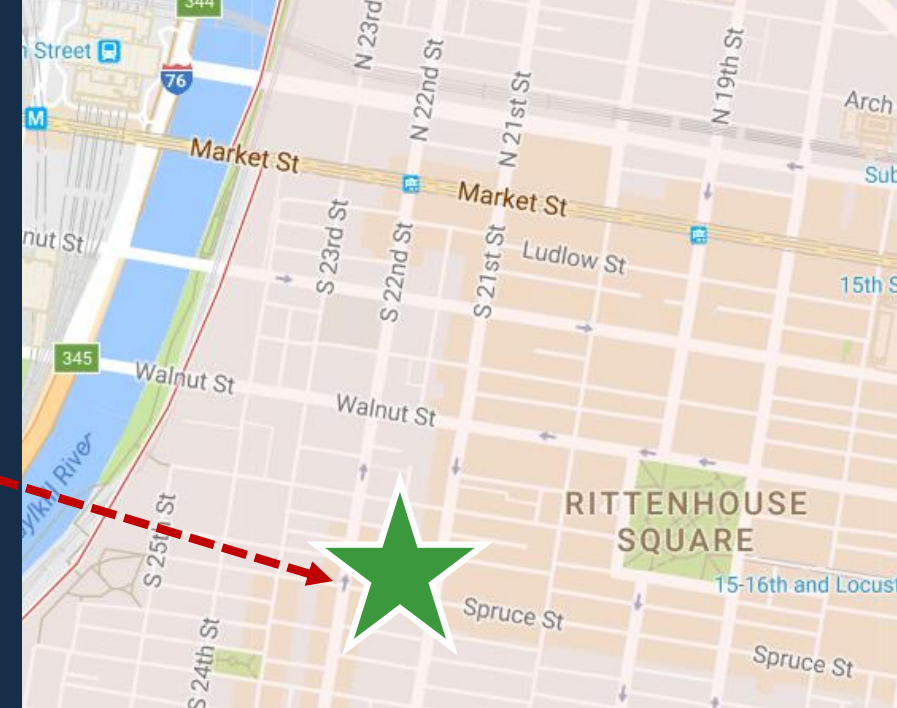
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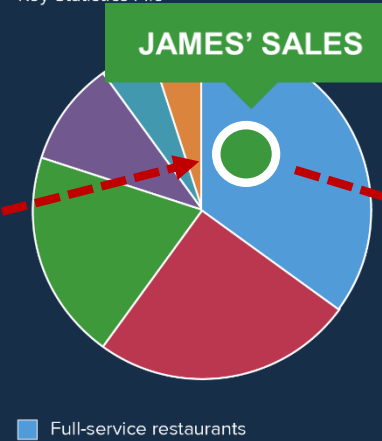
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- With industry trends and zip code level data, he identified a downtown spot with high potential for growth



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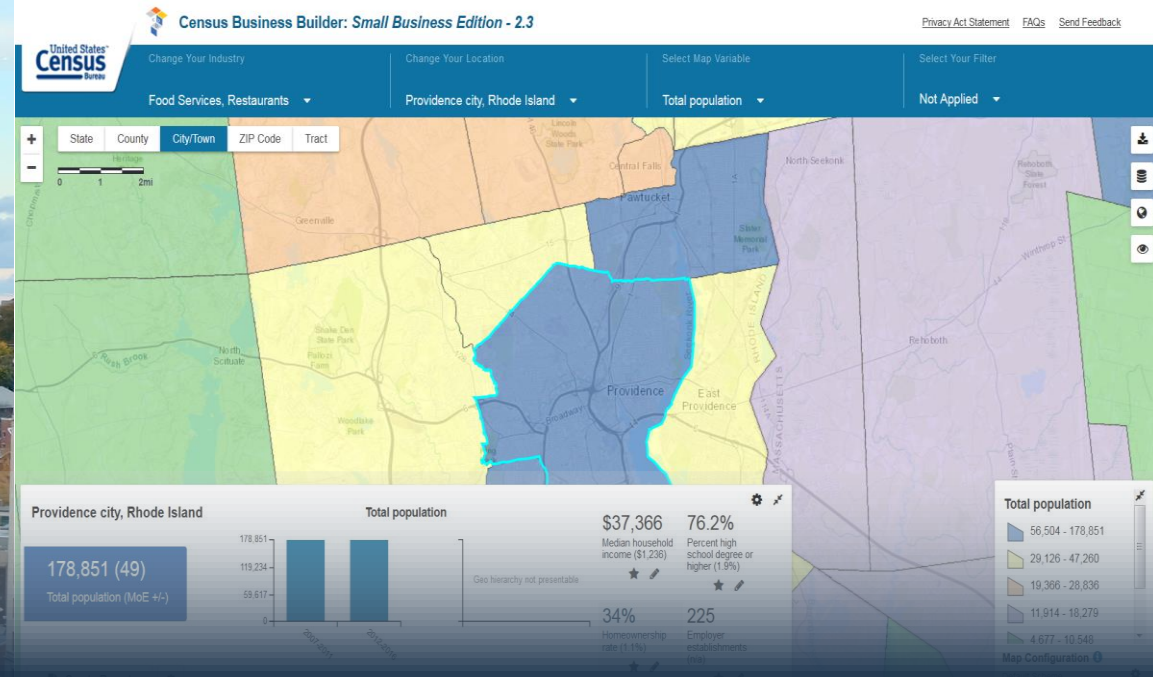
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*Where did these statistics come from?*

- They came from James' first restaurant and all the other companies who responded to Census Bureau surveys. Together, their data fueled the local, state, and national statistics used for planning and decision making.





# Census Bureau Economic Statistics – Providence, RI

- Monthly and Quarterly data:
  - Details
- Annual data:
  - Details
- Economic Census 5-year data:
  - Details



# Economic Census Overview



# About the Economic Census

- The U.S. Census Bureau measures the nation's population once every 10 years. It also measures U.S. businesses every 5 years with the Economic Census
- The next Economic Census is conducted in May 2018. Companies report their 2017 year-end numbers. Due Date is June 12<sup>th</sup>.
- Response is required by law
- Responses are confidential. Company data is used for statistical purposes only. The Census Bureau is required by law to keep your information private and secure
- Response is required online. This reduces the time needed for completion, improves accuracy, and provides significant cost savings for taxpayers
- Results from the Economic Census are free and available to guide business decisions and policy-making



# Information Required

The Economic Census asks for the following information by location

- Employer Identification Number
- Physical location
- Primary business activity
- Sales, receipts, or revenue
- Employment and payroll
- Industry-specific questions



# Economic Census Response

- Program launches in May 2018
  - Official letters mailed with web address and unique company code to access online survey
  - Deadline for response is June 12, 2018
- Respondents will be instructed to set up online account on secure website to complete survey
  - New requirement for Census Bureau economic surveys
  - Similar to other online accounts with email username, password, security questions
- Key changes include
  - Online response requirement, new reporting instrument for businesses with multiple locations, change in data collection timeframe
- Help will be available online and via telephone
- Information and resources are available at [www.census.gov/EconomicCensus](http://www.census.gov/EconomicCensus)





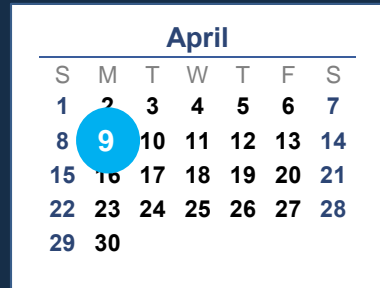
# Communications to your Organization

## Three dates to remember: “9-8-7”



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### April 9th

Communications campaign launches. Organizations asked to distribute **Response Preparation** informational email to membership.



# Communications to your Organization

## Three dates to remember: “9-8-7”

April						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

### April 9th

Communications campaign launches. Organizations asked to distribute **Response Preparation** informational email to membership.

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### May 8th

Official letters with online access codes are arriving at respondent businesses. Organizations asked to distribute email invitation to May 17th **Webinar**.



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### June 7th

Organizations asked to distribute **Due Date Reminder** email to membership in advance of Economic Census response deadline – June 12th



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- Details and emails to forward will be sent in the weeks prior to each date
- Additional information and promotional materials are available for download at [www.census.gov/EconomicCensus](http://www.census.gov/EconomicCensus)

# 2018 Communications Campaign

[www.census.gov/EconomicCensus](http://www.census.gov/EconomicCensus)

8,792 PET  
STORES +



8,848 SOFTWARE  
PUBLISHERS\*

+

\$26 BILLION IN  
COMPUTER  
STORE SALES\*

=

PARENTS BEGGING  
THEIR CHILDREN FOR  
TECH SUPPORT

THE ECONOMIC CENSUS.  
SEE HOW IT ALL ADDS UP.

Learn more at [census.gov/EconomicCensus](http://census.gov/EconomicCensus)

\*Source: U.S. Census Bureau—2012 Economic Census of the United States

United States  
Census  
Bureau

THE ECONOMIC CENSUS.  
SEE HOW IT ALL ADDS UP.

United States  
Census  
Bureau

LEARN  
MORE



DATA FROM THE  
NATION'S BUSINESSES

+

STATS ON EVERY  
INDUSTRY AND  
GEOGRAPHY

=

ONE VALUABLE  
RESOURCE  
FOR YOUR BUSINESS

THE ECONOMIC  
CENSUS.  
SEE HOW IT ALL  
ADDS UP.

United States  
Census  
Bureau

WHEN SHOULD YOU EXPAND  
YOUR WATCH REPAIR BUSINESS?



## MESSAGING

### TALKING POINTS

You'll have many opportunities to speak publicly about the upcoming Economic Census. Talking points are provided here to help you clearly articulate the most important messages, as well as develop content for web, email, social media and print materials.

### BACKGROUND

- The U.S. Census Bureau measures the nation's population once every 10 years. It also measures U.S. businesses every 5 years with the Economic Census.

United States  
Census  
Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](http://census.gov)



# 2018 Communications Campaign [www.census.gov/EconomicCensus](http://www.census.gov/EconomicCensus)



# How You Can Help

- You are your community's trusted voice
- Spread the word/Carry the message
- Distribute materials
- Be the boots on the ground
- Promote the value of response



# Q & A



# Contact Us

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